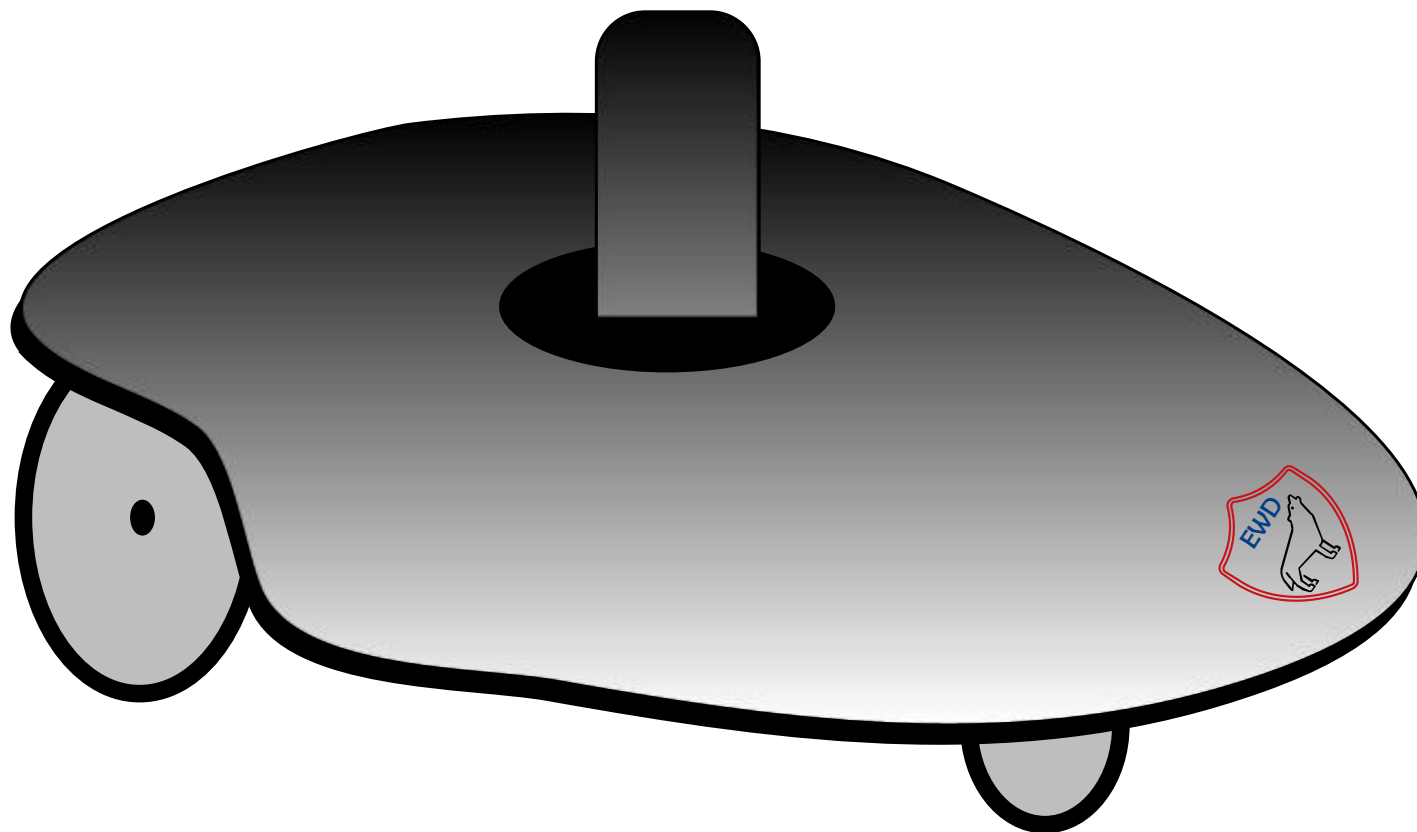


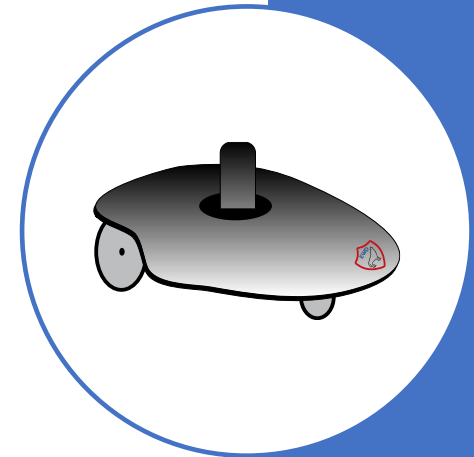
The Electronic Watch Dog Project





Background

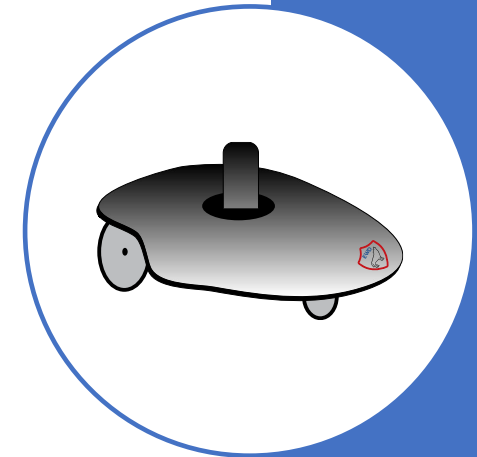
- The company IPG (International Protection Group) came up with the idea of replacing security guards with robots
- The novel idea is to base the robot on lawn movers without the grass-cutting unit and adding cameras etc
- An early prototype is patrolling the R&D Dept during nights
- The unit has been named EWD – Electronic Watch Dog.





Market

- A letter of intent has been signed with an international security company to buy 25 units if price and performance are met.
- The estimated market is 2000 EWD's per year.
- Estimated sales price to distributors is 8.100 USD





Development

- The development shall comply with the IPG's gate process, which consists of five stages:
 - Stage 1 Conceive and plan
 - Stage 2 Develop
 - Stage 3 Industrialization and verification
 - Stage 4 Launch
 - Stage 5 Deliver
- The project shall be defined, planned, and followed up using the Value Model approach in the iObeya platform.
- Your job is to plan the development project!

